



**WCVB**  
**5 TV Place**  
**Needham, MA 02492**  
**Main: (781)449-0400**  
**Billing: (781)433-4283**

www.thebostonchannel.com

Billing Address:

**Crossroads Media**  
**Attention: Accounts Payable**  
**66 Canal Center Plaza**  
**Suite 555**  
**Alexandria, VA 22314**

Send Payment To:

**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
963651-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
American Crossroads NH	American Crossroads	1209

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	963651	WOC10035718

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	11	27

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/16/12	10/21/12	5a Eyeopener	5-6a	-- 1-1--	:30	2	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 1-1-- 2 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/17/12 5:40 AM 5a Eyeopener 5-6a :30 USPRTV21ACH \$1,600.00 NM									
2 WCVB F 10/19/12 5:28 AM 5a Eyeopener 5-6a :30 USPRTV21ACH \$1,600.00 NM									
2	10/16/12	10/22/12	6a Eyeopener	558-7a	11-1---	:30	3	\$3,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 11-1--- 3 \$3,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/16/12 5:59 AM 6a Eyeopener 558-7a :30 USPRTV21ACH \$3,500.00 NM									
2 WCVB Th 10/18/12 6:57 AM 6a Eyeopener 558-7a :30 USPRTV21ACH \$3,500.00 NM									
3 WCVB M 10/22/12 5:58 AM 6a Eyeopener 558-7a :30 USPRTV21ACH \$3,500.00 NM									
3	10/16/12	10/19/12	Good Morning America	658-9a	-- 1-1--	:30	2	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -- 1-1-- 2 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 10/17/12 8:55 AM Good Morning America 658-9a :30 USPRTV21ACH \$4,000.00 NM									
2 WCVB F 10/19/12 7:49 AM Good Morning America 658-9a :30 USPRTV21ACH \$4,000.00 NM									
4	10/16/12	10/22/12	LIVE WITH KELLY & MICHAEL	9A-10A	11-1---	:30	3	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 11-1--- 3 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/16/12 9:21 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 USPRTV21ACH \$800.00 NM									
2 WCVB Th 10/18/12 9:52 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 USPRTV21ACH \$800.00 NM									
3 WCVB M 10/22/12 9:55 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 USPRTV21ACH \$800.00 NM									
5	10/16/12	10/22/12	Midday News	1158a-1230p	11-1---	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 11-1--- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Tu 10/16/12 12:30 PM Midday News 1158a-1230p :30 USPRTV21ACH \$1,200.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at [www.hearsttelevision.com/for\\_advertisers](http://www.hearsttelevision.com/for_advertisers)  
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



www.thebostonchannel.com

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**WCVB**  
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**Lehigh Valley, PA 18002-6874**

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6	10/16/12	10/22/12	Millionaire	1228-1p	11111- -	:30	5	\$1,500.00	NM																																																																														
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3	WCVB	Th	10/18/12	12:47 PM	Millionaire	1228-1p	:30	USPRTV21ACH	\$1,500.00	NM																																																																													
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7	10/16/12	10/22/12	KATIE COURIC DAY	3-4p	1- 111- -	:30	4	\$1,000.00	NM																																																																														
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8	10/16/12	10/19/12	ELLEN EF	4P-5P	- - 1- 1- -	:30	2	\$2,000.00	NM																																																																														
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10	10/16/12	10/19/12	Newscenter 5 at 6	6-630p	- 1- - 1- -	:30	2	\$5,000.00	NM																																																																														
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2	WCVB	F	10/19/12	6:29 PM	Newscenter 5 at 6	6-630p	:30	USPRTV21ACH	\$5,000.00	NM																																																																													
11	10/16/12	10/17/12	M-F Inside Edition	658-730p	- - 1- - - -	:30	1	\$4,000.00	NM																																																																														
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>10/15/12</td><td>10/21/12</td><td>- - 1- - - -</td><td>1</td><td>\$4,000.00</td></tr><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WCVB</td><td>W</td><td>10/17/12</td><td>6:59 PM</td><td>M-F Inside Edition</td><td>658-730p</td><td>:30</td><td>USPRTV21ACH</td><td>\$4,000.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		10/15/12	10/21/12	- - 1- - - -	1	\$4,000.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WCVB	W	10/17/12	6:59 PM	M-F Inside Edition	658-730p	:30	USPRTV21ACH	\$4,000.00	NM																																												
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																																																																		
	10/15/12	10/21/12	- - 1- - - -	1	\$4,000.00																																																																																		
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																																																													
1	WCVB	W	10/17/12	6:59 PM	M-F Inside Edition	658-730p	:30	USPRTV21ACH	\$4,000.00	NM																																																																													



www.thebostonchannel.com

Send Payment To:

**WCVB**  
**P.O. Box 26874**  
**Lehigh Valley, PA 18002-6874**

# DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
963651-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
American Crossroads NH	American Crossroads	1209	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
12	10/16/12	10/22/12	Chronicle	728-8p	11111--	:30	5	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 11111-- 5 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 10/16/12 Chronicle 728-8p :00 <del>\$4,000.00</del> NM See MG 12.6									
2	WCVB W	10/17/12	7:52 PM Chronicle	728-8p		:30	USPRTV21ACH	\$4,000.00	NM
3	WCVB Th	10/18/12	7:51 PM Chronicle	728-8p		:30	USPRTV21ACH	\$4,000.00	NM
4	WCVB F	10/19/12	7:29 PM Chronicle	728-8p		:30	USPRTV21ACH	\$4,000.00	NM
6	WCVB M	10/22/12	6:55 PM World News Tonight	630-7p		:30	USPRTV21ACH	\$4,000.00	NM
MG for 12.1 10/16									
5	WCVB M	10/22/12	7:29 PM Chronicle	728-8p		:30	USPRTV21ACH	\$4,000.00	NM
13	10/16/12	10/21/12	Newscenter 5 at 11	11-1130p	-1--1-1	:30	3	\$8,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -1--1-1 3 \$8,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Tu 10/16/12 11:29 PM Newscenter 5 at 11 11-1130p :30 USPRTV21ACH \$8,000.00 NM 2 WCVB F 10/19/12 11:28 PM Newscenter 5 at 11 11-1130p :30 USPRTV21ACH \$8,000.00 NM 3 WCVB Su 10/21/12 11:24 PM Newscenter 5 at 11 11-1130p :30 USPRTV21ACH \$8,000.00 NM									
14	10/16/12	10/22/12	Nightline	1135p-1206a	1--1---	:30	2	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/16/12 10/22/12 1--1--- 2 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WCVB Th 10/18/12 11:54 PM Nightline 1135p-1206a :30 USPRTV21ACH \$2,000.00 NM 2 WCVB M 10/22/12 11:44 PM Nightline 1135p-1206a :30 USPRTV21ACH \$2,000.00 NM									
<u>Total Spots</u>							<b>40</b>		

## Payment Terms 30 Days

<u>Gross Total</u>	<b>\$115,700.00</b>
<u>Agency Commission</u>	<b>\$17,355.00</b>
<u>Net Amount Due</u>	<b>\$98,345.00</b>